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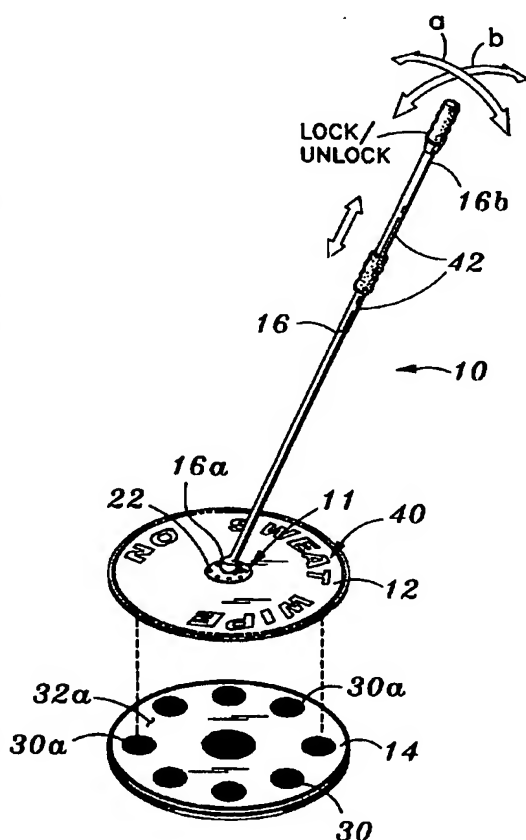
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[Continued on next page]

(54) Title: **HAND HELD CLEANING DEVICE & METHOD OF ADVERTISING AT AN ENTERTAINMENT EVENT**



(57) Abstract: During a televised entertainment event, a handheld cleaning device (1) is used to wipe a stage or other planar surface (S) to remove liquid there from. The device (10) has an exterior displaying a visual advertisement (40), and the act of wiping the planar surface (S) is televised, including the advertisement (40) displayed on the device. This promotes over television (44a) the product or service in the advertisement.

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